

City of Auburn Business Outlook 2006

Community Profile



When it comes to economic growth, Auburn has been leading the region!

The Auburn area has more available land at reasonable prices than any other urbanized area in King County. The community boasts a large, capable labor force, cooperative City government, a city

Economic Development Manager, a Small Business Assistance Center and a Chamber of Commerce committed to working closely with area businesses.

More than a third of Auburn's land is developed, providing a solid industrial and business base. The remaining raw land is still very affordable. In fact, no other easily accessible area in King County has land so reasonably priced. In regard to workforce readiness, the Auburn area draws from a skilled and mobile labor force of well over one million people who live within 20 easily traveled miles. Auburn's economic indicators remain very impressive.

Auburn is a great place to invest and do business. In the last ten years, we have seen the development of a new YMCA, a new Justice Center and downtown revitalization. The SuperMall of the Great Northwest, Emerald Downs Race Track, Muckleshoot Casino, Auburn Performing Arts Center, White River Valley Museum, White River Amphitheatre, Washington National Golf Course, the commuter rail station and the new Safeway distribution center.

The \$11 million Ace Project that is underway will place a full service hotel, a 5,000-square-foot indoor water-park, 2,000-square-foot conference center, 2,000-square-foot spa, 3,000-square-foot working turn-of-the-century hardware store museum, two restaurants, and nearly 40 condominiums right in downtown Auburn by winter 2006. The area surrounding the SuperMall will continue to develop, as will the 277th Street business corridor in North Auburn.

Auburn Market Area Demographics

	<u>2000</u>	<u>2005</u>	<i>Projected</i> <u>2010</u>
Population	152,542	162,740	172,395
Households	57,184	61,144	64,827
Median age	33.3	34.2	34.7
Average household income	\$55,898	\$64,744	\$76,784

Homes (within a five-mile radius of downtown)

	<u>2000</u>	<u>2005</u>	<i>Projected</i> <u>2010</u>
Average value	\$155,942	\$219,632	\$285,255
Owner-occupied homes	57.6%	62.0	60.3%
Renter-occupied homes	38.9	34.3%	35.2%
Vacant housing units	3.6%	3.8%	4.4%

Employment

	<u>2000</u>	<u>2005</u>
In labor force	70.5%	93.2%
Not in labor force	29.5%	6.8%

City of Auburn Population

	<u>2000</u>	<u>2005</u>
1980	26,417	N/A
1990	33,102	N/A
2000	42,901	152,215
2004	45,355	161,242
2006	48,747	164,740
2010 (Projected)	55,000	172,395

Auburn 5-Mile Market Area

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Major Employers*

Auburn New Car Franchise Dealerships
Auburn Regional Medical Center
Auburn School District
Boeing
Certainteed Corporation
City of Auburn
Emerald Downs Race Track
Federal Aviation Administration
General Services Administration
Green River Community College
Iron Horse Casino
Key Bank Call Center
LiveBridge, Inc.
Muckleshoot Casino/Enterprises
Oak Harbor Freight Lines
Safeway Distribution Center
Social Security Administration
SuperMall of the Great Northwest
Toysmith
Zones, Inc.

**Listed alphabetically*

Taxes

Property tax:	\$2.93 per \$1,000
Water, sewer, storm & solid waste utility tax:	6%
<i>(included in rates charged to the customer)</i>	
Electric utility tax:	6%
Natural Gas utility tax:	6%
Telephone utility tax:	5%
Sales tax:	8.8%
Cable TV Franchise Fee:	5%

Population Growth

Auburn straddles the county lines of South King and North Pierce counties. The area is one of the fastest growing in the Puget Sound region. The South Sound area now boasts of having over a million residents. During the last five years, within a five-mile radius of downtown Auburn, over 10,000 people chose Auburn as their new home. If projections prove correct, by 2010 another 9,655 people will have chosen the Auburn area as their new address.

Household Income

During the last five years, the average median household income grew 14 percent, from \$46,788 in 2000 to \$53,136 in 2005 and is expected to grow another 14 percent in the next five years.

Housing

From 2000 to 2003, the number of housing units in the 5-mile radius of downtown Auburn grew from 59,296 to 63,475. Forecasts show that another 3,837 homes will be built here by 2010. Local home values are ramping up quickly. In just five years the median value of a home in Auburn increased by 42% from \$155,689 in 2000 to \$219,632 by the end of 2005. However, even at current values, homes in the Auburn area cost 70 percent less than the median price of a single-family home in King County, which was \$374,000.

Job Creation

Auburn leads South King County in job creation. The percentage of the population in the labor force increased from 70.5% of the population in 2000 to 93.2% in 2005! Unemployment dropped from 29.5% to 6.8%. The future continues to look promising as more businesses are attracted to the Auburn area and the downtown business area undergoes a dynamic re-vitalization.



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Average Age and Education

The average age within a five-mile radius is 34.2, with the greatest percentage (44.9 percent) falling within the ages of 15-54. More than half, 56.8 percent, graduated from college or have some college education.

A Strategic Transportation Hub

Located between Seattle and Tacoma in the Green River Valley, Auburn has ready access to regional, national and international markets using a modern network of air, sea, rail, and highway transportation facilities.

The city is bi-sected by State Highways 18 and 167, major arterials that connect within three miles downtown to Interstate 5, the state's major north-south freeway system. This puts Auburn just 15 miles from the Seattle-Tacoma International Airport and the Port of Tacoma, and just 20 miles from the Port of Seattle, the closest deep-water port to Alaska and the Far East. Two major railroads, Burlington Northern/Santa Fe, and Union Pacific, serve the area. Auburn has many supply chain businesses to move products to market.

A beautiful new commuter rail station opened in Auburn in the fall of 2001. Five trains each way now carry commuters from Tacoma through Auburn to Seattle with plans to add more trips and extend the service north to Everett and south to Lakewood. Nearly 500 people board the Sounder trains from Auburn each workday morning. Bus routes are synchronized to connect with train arrivals. The adjacent six-story commuter-station parking-garage can house nearly 550 vehicles. The transit center and garage are catalysts for new development and investments in downtown Auburn.

The City of Auburn Economic Development department would be happy to send you a copy of the recent ESRI demographic study or any other materials. Please contact:

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Sources:

U.S. Bureau of the Census, 2000 Census of Population and Housing.
ESRI (3rd party) report of 3/06 with projections, disposable income, retail potential, etc.
Hebert Research Demographic Comparison Report, March 2005
City of Auburn, Mayor's office



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